CWM Sailing Meeting 7/22/09

Steve, Sarah B, Shannon, Mike, Jonathan, Nat, Quentin, Dana, Susan, Bill P, Matthew

Susan gave an overview of Program Updates with a handout of a budget guess by year.

Shannon gave an overview of a Voyage Update with handout of Sailing Costs to Consider and a Sailing Calendar.

Dana gave an overview of meeting with Insurance Company.

We are currently insured with Ace Insurance through Marsh.

Our Marsh rep (Christine Curry) did not see a problem with getting insurance.

There are two parts, hull insurance and P&I (liability)

Dana needs to modify the one pager on the voyage and resubmit to Christine

She will then set up a meeting with Ace to discuss further

Dana talked with Paul Pluta, our retired CG contact

He cautioned about where to go / what level in the GC.

We will have to go to LIS sector, and cannot go over their heads.

There may be issues with different ports giving special allowances – they will not want to allow something that the next port would not allow.

We need to get the updated one pager to Pluta as well.

Dana talked about the meeting with Gus and Jim Giblin.

They were on board to help as they could.

Gus mentioned that we will need new anchor and chain.

Everyone agrees no day sails in any ports other than Provincetown to Stellwagon.

This will make it significantly easier to get CG approval and will take out additional risk of coming in and out of port multiple times.

W need to make a proposal to CG about our plan with enough time for feedback by Board Meeting in Sept.

Quentin will talk to the Captain of the Port of Sector Long Island Sound.

Steve had a good meeting with Anne Brengle (former NB Whaling, now CG Foundation). She is pleased to be a part of the conversation.

Also met with James Russell the new president of the Whaling Museum. It’s a complicated place with very little money. They are concerned that when we come in, we will take the town’s limited resources instead of that money going back into the town / museum.

John Bullard (former mayor of NB, Pres of SEA, CWM descendent) and Anne Brengle will help navigate the New Bedford community and get in touch with families who brought her from NB to MS.

Steve will meet with Park Service people soon. Kathy Tevyaw is the temporary NPS replacement for Jen Nersesian, the NPS Superintendent of NB Whaling National Historical Park who is out on maternity leave.

Need to bring in the Cape Verdean Community – Tom Lopez.

Steve also met with Karen Sinitch. She thinks sailing is a great idea and can help with PR on a state and national level. Her department might be dissolved in the budget crisis, so they are standing by to find out what will happen.

Another contact is Elizabeth Grey, wife of Chip Loomis, she is a scholor on CWM, the man.

Nat reports that they will take the next six weeks to have a fundraising plan in place when we get the green light from the board.

They have 5 positioning statements:

1. Educational Experience
2. Connecting NE Communities (regional)
3. America’s Energy Movement (how energy changes over time, sustainability, reality that the world needs energy, many sources are finite, etc)
4. Tourism for Mystic and SECT
5. Commercial Shipping, Fishing

They have permission from the Hartford Currant to use their images in sponsorship packet.

Need a video urgently to show to Trustees and America & the Sea Gala

Dick agreed to make a promotional video of a voyage from here to NB, but not further so we don’t look like we promised more than we can keep

Nat will write up supporting paragraphs for each of his talking points and distribute by end of next week (7/31) and hopes to get feedback from the team to refine the points.

The current thinking is still to have 100 donors at $30,000 and to find individuals to restore her and corporate funds to sail and endow her.

Bring small grassroots fundraising efforts to Nat to review like concerts and road races.

Need to start local development efforts and get the town and region involved.

Get the visitors involved, write a name on a trunnel for $10/$20

We need to do this for a sense of community and awareness, not just the $$

Need to figure out products. Recognition pieces for donations? How much wood to give away / sell? Store wants to make product…

We need to promote Awareness not advocacy to stay apolitical around the whaling issue.

Jonathan points out the need to be aware of balance between fundraising on the grounds and making sure the visitor doesn’t feel like we are always asking for $$

We can roll out little projects like the trunnels on special events in the Shipyard or CWM before trying to give it to the interpreters to handle

Need to consider the authenticity of the project as well. How much graffiti on the CWM wood is too much? How many plaques are too many? Etc.

How many if any corporate names on the boat? Sails with names? Banners on Gangway? Flags flying with corporate names?

Mike revisits the idea of a video.

It needs to be able to be used for multiple purposes and less than 2 minutes.

A little history, a little context, and convey the vision but without the potential to underdeliver.

Should we see what Sonalyst could do? We don’t have much time left before trustees, and no $$ to make the video

We have made videos recently for Black Hands Blue Seas for $10,000 and Lighthouse for $200,000.

It needs to be good enough for the Gala and a good enough piece will show our commitment to the project to corporate sponsors.

Mike will explore costs and ask Suki about the Cronkite video footage